

### Safety Award Is Sent Steel Plant

Am. College of Surgeons' Standards Are Met

The Columbia Steel company plant here passed one of the most rigorous safety and medical inspections in the United States, it became known this week when E. M. Barber, general superintendent, received a certificate of merit from the American College of Surgeons.

A representative of this authoritative medical association made a thorough survey of the industrial plant's safety standards, medical equipment, outline of first-aid training of employees and then reported his findings to the college.

The certificate, awarded only those industrial concerns which meet the high standards set by the College, was received Monday. The steel plant's constant stressing of safety and attention to the most minor of injuries has resulted in a splendid record of efficiency under Superintendent Barber and H. A. Lintott, assistant superintendent.

### Fire Insurance In Main Residential Area Reduced

(Continued from Page 1)

issued prior to Oct. 16 but all written after that date will receive the adjustment as of that date, the board announced. The lower premiums were made possible as result of Chamber of Commerce and city council activity in calling the board's attention to the improved fire protection service the city enjoys.

**ENTERS HOSPITAL**  
Mrs. Martha Chastain of 1415 East L street, Wilmington, was received at Jared Sidney Torrance Memorial hospital Saturday for medical treatment.

### After the Christmas Party's Over...

Try this **ECONOMICAL Service**

**Rough Dry 40 Pieces 80¢**

**Wearing Apparel**  
Starched, Laundered and Dried - Ready for Home Ironing!

**Flatwork**  
All Ironed and Mended and Socks Darned Ready to Use!

**CASH AND CARRY**

**TORRANCE LAUNDRY & DRY CLEANING COMPANY**  
Carson at Border  
Phone 141

## The Greatest Story Ever Told

**Foreword—Micah v. 6**  
BUT thou, Bethlehem Ephratah, though thou be little among the thousands of Judah, yet out of thee shall he come forth unto me that shall be the ruler in Israel; whose goings forth have been from of old, from everlasting.

**The Fulfillment—Luke 2:1-7**  
AND it came to pass in those days, that there went out a decree from Caesar Augustus that all the world should be taxed.  
(And this taxing was first made when Cyrenius was governor of Syria.)  
And all went to be taxed, everyone into his own city.  
And Joseph also went up from Galilee, out of the city of Nazareth, into Judea, unto the city of David, which is called Bethlehem; (because he was of the house of lineage of David.)  
To be taxed with Mary, his espoused wife.

**The First Christmas—Luke 2, 8-10**  
AND there were in the same country shepherds abiding in the field, keeping watch over their flock by night.  
And lo, the angel of the Lord came unto them, and the glory of the Lord shone round about them; and they were sore afraid.

And the angel said unto them: Fear not, for, behold, I bring you good tidings of great joy, which shall be to all people.  
For unto you is born this day in the city of David, a Saviour, which is Christ the Lord.  
And this shall be a sign unto you: Ye shall find the babe wrapped in swaddling clothes, lying in a manger.  
And suddenly there was with the angel a multitude of the heavenly host praising God, and saying:

Glory to God in the highest, and on earth peace, good will toward men.  
And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go even unto Bethlehem, and see this thing which is come to pass, which the Lord has made known unto us.  
And they came with haste, and found Mary, and Joseph, and the babe lying in a manger.  
And when they had seen it, they made known abroad the saying which was told them concerning this child.  
And all they that heard it wondered at those things which were told them by the shepherds.  
But Mary kept all these things and pondered them in her heart.

**And Wise Men Came—Matthew II, 1-11**  
NOW when Jesus was born in Bethlehem of Judaea in the days of Herod the king, behold there came wise men from the East to Jerusalem.

Saying: Where is he that is born King of the Jews? for we have seen his Star in the East, and are come to worship him.

When Herod the king had heard these things, he was troubled, and all Jerusalem with him.

And when he had gathered all the chief priests and scribes of the people together, he demanded of them where Christ should be born.

And they said unto him, In Bethlehem of Judaea: for thus it is written by the prophets:

And thou Bethlehem, in the land of Juda, art not the least among the princes of Juda; for out of thee shall come a Governor, that shall rule my people Israel.

Then Herod, when he had privily called the wise men, inquired of them diligently what time the star had appeared.

And he sent them to Bethlehem, and said, Go search diligently for the young child; and when ye have found him, bring me word; that I may come and worship him also.

When they had heard the king, they departed; and lo, the star, which they saw in the East, went before them, till it came and stood over where the young child was.

When they saw the star, they rejoiced with exceeding great joy.

And when they came into the house, they saw the young child with Mary his mother, and fell down, and worshipped him; and when they had opened their treasures, they presented unto him gifts; gold, and frankincense, and myrrh.

And being warned of God in a dream, they should not return to Herod, they departed into their own country another way.

**Conclusion—Acts xx, 85**  
I HAVE shewed you all things, how that so laboring ye ought to support the weak, and to remember the words of the Lord Jesus, how he said: It is more blessed to give than to receive.

**The Promise of the Christ**  
THEREFORE thus said the Lord God, Behold, I lay in Zion for a foundation a stone, a tried stone, a precious corner stone, a sure foundation: he that believeth shall not make haste. Judgment also will I lay to the line, and righteousness to the plummet: and the hall shall sweep away the refuge of lies, and the water shall overflow the hiding place. Isaiah xxviii, 16 and 17.

## Holiday Shoppers Set New Records

### Cash Registers Jingle Accompaniment to Yule Greetings; Stores Open Nights

### NO YULE TREAT FOR PRISONERS

"If there are any so unfortunate as to be held in jail Christmas Day there won't be any presents for them and their Christmas dinner will be just the usual jail fare," Police Chief G. M. Calder said today.

"I sincerely hope that we won't have any 'guests' on that great day," he added.

### Long Distance Phone Greetings Gain Favor

Over land and sea, the voices of approximately 20,000 Southern Californians will speed to all parts of the United States and to a number of foreign countries with Christmas greetings Dec. 24 and 25, according to word received by Mrs. Orda V. Peitzke, local manager of the Southern California Telephone company.

Mrs. Peitzke reported that the estimate is an increase of approximately 3,000 over the number which conveyed Yuletide messages on the long distance lines of the Southern California Telephone company and associated companies last year. Five hundred long distance operators will be on duty to complete the calls, as against 435 who worked last year, she said.

An important factor in the expected gain, in the opinion of the company manager, will be the introduction of special rates for Christmas Day. The Christmas Day tariffs will be the same as night and Sunday schedules.

### Oil-Well Worker Burned In Blast

Roy Alexander, 45-year-old oil well worker who resides in Alhambra, was severely burned about the face and on his right arm when gas exploded

Now on the "home-stretch" and far and away ahead of any previous holiday business, Torrance merchants and their salespeople prepared today to meet the final rush of shoppers. Nearly every retail store in the city is remaining open every night and expects to meet every demand until late Christmas Eve.

All food markets will remain open late Thursday night to serve residents of this city and vicinity with items for their gala Christmas feasts. Complete stocks are being maintained, owners and managers of the food stores report.

The jingle of cash registers is proving a joyous accompaniment to the Yuletide greetings, now a by-word with all. Few, if any, business men fail to report at least "above normal" income and most are asserting they are breaking all previous holiday records for sales.

**Awards Presented**  
Because most stores gave more attention to window and interior decorations this year, the contest sponsored by the Torrance Retail Merchants' Association to determine the best interior displays gave the judges a difficult assignment. After visiting the stores last Thursday night the judges, Mrs. Katharine Huntington, Roy F. Murray Clayton and Scott R. Ludlow, spent an hour or more checking over their findings.

They then announced that the J. J. Newberry variety store was deemed the best decorated, with Sam Levy's department store runner-up. To Newberry's manager, Harold Boyd, the first award of \$750 has been presented and Levy, winner of The Herald's gold trophy for the best-decorated windows, received the \$250 second prize. H. R. Lee, manager of the J. C. Penney store, was chairman of the merchants' decoration contest.

in the boiler room at the Hunt Oil company well at Willow and Hawthorne Sunday afternoon. He was taken to Jared Sidney Torrance Memorial hospital for treatment.

Enjoy Holiday Entertaining as you never have before

with a **NEW 1937 SERVEL ELECTROLUX** THE Gas REFRIGERATOR

YES! You can have next year's finest refrigerator... NOW... in time for Christmas!

PERMANENTLY SILENT

SAVINGS THAT PAY FOR IT

EVERY MODERN CONVENIENCE

CONTINUED LOW OPERATING COST

NO MOVING PARTS TO WEAR

Ask about our easy Purchase Plan

For a merrier Christmas—and many happier new years—choose your New 1937 Servel Electrolux now! Remember, it has no moving parts. That's why it is permanently silent (not just "relatively quiet" when new)—assures longer, more satisfactory service and savings that pay for it.

**Torrance Plumbing Co.**  
F. L. PARKS, Proprietor  
1428 MARCELINA AVENUE PHONE 60  
(Opposite Post Office)

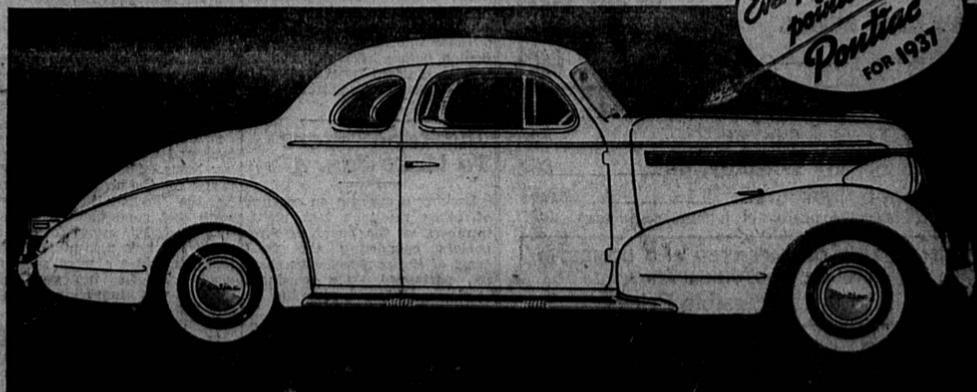
## America's Finest Low-Priced Car COMES TO TORRANCE

**EARL H. FORBES**  
1528 CRAVENS

BECOMES DEALER FOR **SILVER STREAK PONTIAC** SIXES AND EIGHTS

At the urgent request of local motorists, Pontiac has appointed a dealer for this community. Now you can inspect the famous Silver Streak six and eight from end to end... compare their features with those of any car at any price... check up on Pontiac's great economy... find out why everything points to Pontiac as America's finest low-priced car. You will see the most beautiful thing on wheels. You will see the safest bodies and brakes on any car

—the famous Unisteel Bodies by Fisher, and Pontiac's renowned triple-sealed hydraulic brakes. You will enjoy a lullaby ride only possible with Pontiac's center-point steering and improved Knee-Action. You are cordially invited to visit this new Pontiac dealership at any time to inspect its fine service facilities, meet the members of the organization and drive the Silver Streak Pontiac. Why not do it today?



Everything points to Pontiac FOR 1937

### Weston Ranch Oil Well Being Revived

(Continued from Page 1)  
Baling operations were scheduled to get under way today or tomorrow.

Should McClaren and his associates succeed in bringing in the Weston Ranch well, the trend in the direction of Waleria and Redondo may be definite, veteran oil observers state. Redondo is getting nearly \$1,000 a month royalty from the Ealton and Company wells on that city's sewer farm, showing that the east Redondo field is an active one. So far, however, the

McClaren venture is the only one in the Waleria-Lomita section.

Principal oil development at this time is north of Waleria, where the Flint No. 1 leads a number of re-drilled holes in making promising showings. Work is under way at about a dozen locations in that district, most of which lies in Torrance territory.

**Pushkin Tributes Arranged**  
MOSCOW (U.P.)—In connection with the approach of the 100th anniversary of Pushkin's death, about 20 exhibitions devoted to the memory of the great poet are being organized in a number of countries.

Your rent money will buy a home.

**A. M. GAMBY Mortuary**  
A. M. Gamby, director. Lady assistant.  
25001 Narbonne Phone Lomita 612